

PH 101.3a

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**St Aloysius College (Autonomous)  
Mangaluru**

**Semester III – P.G. Examination–M.A.(Journalism & Mass Communication)**

**December - 2022**

**TELEVISION PRODUCTION**

**Time: 3 hrs.**

**Max Marks: 70**

**SECTION – A**

**Answer any THREE of the following:**

**(3X15=45)**

1. Explain the roles and responsibilities of a television producer/director in an indoor studio-based production?
2. What is prime-time news? Differentiate between television news media and print media.
3. Define multi-camera production? Explain each stage of multi-camera production with necessary examples.
4. What do you mean by television series? Explain the process of writing scripts for the TV series.
5. Prepare fifteen questions to interview the Chief Minister of Karnataka focusing mainly on the upcoming State assembly election?

**SECTION – B**

**Write short notes on any FIVE of the following:**

**(5X5=25)**

- a) What is a PSA? How is it different from regular commercials?
- b) What are the duties of a floor Manager?
- c) How does OB van help in TV news production?
- d) Define microphone and explain different types.
- e) What are the different types of lights used in TV studios?
- f) What do you mean by post-production editing? Explain the process.
- g) What do you mean by shooting plan? What is the purpose of it?

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**St Aloysius College (Autonomous)  
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**Semester III – P.G. Examination–M.A.(Journalism & Mass Communication)**

**December - 2022**

**DIGITAL MEDIA MARKETING**

**Time: 3 hrs.**

**Max Marks: 70**

**SECTION – A**

**Answer any THREE of the following:**

**(3X15=45)**

1. 'Understanding the consumer behavior in Digital Platform helps to improve the income for E-Commerce Websites' Elaborate this statement.
2. How WordPress is useful to design a website. Explain the advantages.
3. What are the essential user interface design steps to create an E-Commerce Website? Explain in detail.
4. Explain in detail how does Search Engine Optimization (SEO) increase revenue?
5. Describe the role of Artificial Intelligence in Business to Consumer (B2C) marketing.

**SECTION – B**

**Write short notes on any FIVE of the following:**

**(5X5=25)**

- a) Trends and opportunities in Mobile Marketing
- b) Mindmaps
- c) Personalization of content
- d) Google Adwords
- e) News Aggregator
- f) Wireframing
- g) Web Analytics

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**Semester III – P.G. Examination–M.A.(Journalism & Mass Communication)**

**December - 2022**

**RADIO PRODUCTION**

**Time: 3 hrs.**

**Max Marks: 70**

**SECTION – A**

**Answer any THREE of the following: (3X15=45)**

1. Explain in detail some of the characteristics of the Radio Medium.
2. Discuss the various techniques of 'Writing for the ears' with appropriate examples.
3. What are Radio Formats? Explain the various common radio formats followed by radio stations in India.
4. Reimagining of broadcasting in India. Discuss the digital radio scenario in India.
5. Explain codes and ethics in radio broadcasting.

**SECTION – B**

**Write short notes on any FIVE of the following: (5X5=25)**

- a) Podcasting
- b) Vox Pops
- c) Radio Actualities
- d) Radio Features
- e) Music Managers
- f) Community Radio
- g) FM Rainbow

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**St Aloysius College (Autonomous)  
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**Semester III – P.G. Examination–M.A.(Journalism & Mass Communication)  
December - 2022**

**CREATIVE STRATEGY AND COMMUNICATION**

**Time: 3 hrs.**

**Max Marks: 70**

**SECTION – A**

**Answer any THREE of the following:**

**(3X15=45)**

1. What is an ad campaign? Explain with examples.
2. How important is creativity in advertising? Explain different stages of creative development.
3. What role does research play in advertising? Explain with examples.
4. Define print ads. Explain the process of creating a print ad layout.
5. Explain the roles and responsibilities of a copywriter.

**SECTION – B**

**Write short notes on any FIVE of the following:**

**(5X5=25)**

- a) Importance of colors in ads.
- b) Product photography
- c) Consumer behavior
- d) Social Media ads
- e) Audio Elements
- f) Campaign Evaluation
- g) Creative Brief

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**St Aloysius College (Autonomous)  
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**Semester III – P.G. Examination–M.A.(Journalism & Mass Communication)  
December - 2022**

**ADVERTISING AND MARKETING COMMUNICATION**

**Time: 3 hrs.**

**Max Marks: 70**

**SECTION – A**

**Answer any THREE of the following:**

**(3X15=45)**

1. Explain the nature, scope and importance of marketing communication?
2. Create an ad copy for new camera you are introducing in the market.
3. Global markets reduce risk and open opportunities. Give your views.
4. The real crisis in Indian agriculture does not stem from poor farming practices, but because of a deficient marketing, supply and distribution chain in the country. Prove with evidential points.
5. Media planners are tasked with figuring out what media will be the most effective at achieving marketing objectives. Explain.

**SECTION – B**

**Write short notes on any FIVE of the following:**

**(5X5=25)**

- a) What is competitors' brand position?
- b) What is media planning, and how does it relate to marketing and advertising?
- c) Write a note on Advertising agency
- d) Write a note on DAGMAR approach
- e) Rural Consumer Vs Urban Consumers
- f) Distinguish between Advertisement and Publicity
- g) Explain how does marketing help a business?

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**St Aloysius College (Autonomous)  
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**Semester III – P.G. Examination–M.A.(Journalism & Mass Communication)**

**December - 2022**

**ENVIRONMENT AND MEDIA**

**Time: 3 hrs.**

**Max Marks: 70**

**SECTION – A**

**Answer any THREE of the following:**

**(3X15=45)**

1. Discuss any Two national environmental issues and suggest a few practical solutions to those issues.
2. What are the differences between renewable and non-renewable resources? List out the resources with a brief description.
3. Will media advocacy help to fight environmental issues? Why? Support your thoughts with a suitable example.
4. Argue the role of media in the environmental campaign with a specific case study
5. Explain any Three Environmental movements of India.

**SECTION – B**

**Write short notes on any FIVE of the following:**

**(5X5=25)**

- a) Define Eco-feminism and write a brief note.
- b) Medha Patkar and Sundarlal Bahuguna
- c) Write a short note on Forest Conservation Act
- d) Climate change
- e) Make a critical note of the role of new media in protecting the environment
- f) Discuss any movie which has addressed an Environmental issue.
- g) 'Development leads to destruction' Elucidate.

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